

**Request for Proposal
Web site Template Design
City of Greensboro
Greensboro, North Carolina
August 26, 2004**

PURPOSE

The City of Greensboro (City) Organizational Development and Communications Department is requesting proposals from qualified vendors to develop a new graphic design and navigational structure for the City of Greensboro Web site (www.greensboro-nc.gov) so that it better meets the needs of the organization and the community.

This new design will serve as the homepage and primary template for the City's site. Four additional designs that are aesthetically similar to the primary template and with similar navigational features are also needed for use with web subpages.

This Request For Proposal (RFP) is for the graphic design of the site templates only. City staff will migrate information into the design and place the final product into the Content Management Server (CMS). City staff also reserves the right to modify the template design to fit the appropriate area defined by the City's CMS consultant.

HISTORY

The current City of Greensboro Web site went live in October 1997. It is now outdated, contains too much information and is overly busy. In addition, the various City departments and divisions created their sites independently giving them a unique look and feel. This means that there is no consistent look or theme throughout the many pages of the site. Different colors, fonts, logos, etc. are used and this lack of consistency makes it difficult for users to know where they are on the city's website and how to get to areas they want to visit on the site. There are numerous pages that do not contain the words 'City of Greensboro' or the City logo, which reduces the 'branding' effect for the city.

MISSION

Since there are nearly 2 million computers with access to the internet and over 300 million searches occurring online everyday it is vital that the City of Greensboro maintain a professional and attractive website. The City hopes to achieve a consistent, easy to use and easy to understand structure for its entire site.

In today's marketplace, it is vital to have a presence on the Internet. The City intends to continue to serve the community, visitors to Greensboro and the general population by enhancing its current Web site so that the layout, look and information are simple, attractive, and easy to use, and present the City in the best light. The new design should provide a consistent look and reliable navigation throughout the entire site, with up-to-date information that targets each specific visitor – resident, business or visitor.

MICROSOFT CONTENT MANAGEMENT SERVER (CMS)

These templates will be used in conjunction with the Microsoft Content Management Server web system that utilizes visual templates for each page of a site in order to provide a consistent look and navigation throughout. The City is looking for a series of templates to use in conjunction with the CMS system. Each template should utilize the same navigational structure and have a complementary appearance. Each template should contain a *home*, *departments*, and *search* button in the same location near the top of each page. Five template designs are needed and include:

- (1) City of Greensboro homepage template (www.greensboro-nc.gov) that contains:
 - *Home*, *departments*, and *search* button near the top of the page.
 - The city's "G" logo (in PMS 349) and the words *Connecting you to City Government*.
 - The words *Official City of Greensboro Web site*.
 - Space for seven buttons, as follows:
 - *City Government*: Mayor & City Council, City Manager, City Clerk

- *Residents*: City services and information
- *Visitors*: Visiting or relocating to the area
- *Businesses*: Economic development, licenses, statistics
- *E-Gov*: Interact with the City online
- *Departments*: Alphabetical listing of City departments
- *A to Z Services*: Alphabetical listing of services

(1) Homepage subpages template (residents, visitors, businesses, services, departments, e-government) that contains:

- *Home, departments, and search* button near the top of the page.
- The city's "G" logo (in PMS 349) and the words *Connecting you to City Government*.
- A rectangle near the top right of the page with the title, *Contact Us*, and a box for typing a message.

(1) Individual department homepage (police, fire, libraries, parks and recreation, water resources, etc.) that contains:

- *Home, departments, and search* button near the top of the page.
- The city's "G" logo (in PMS 349) and the words *Connecting you to City Government*.
- A rectangle near the top right of the page with the title, *Contact Us*, and a box for typing a message.
- The departmental home pages should contain eight buttons along the left side for department level navigation.

(1) Subpage of the departmental homepage that contains:

- *Home, departments, and search* button near the top of the page.
- The city's "G" logo (in PMS 349) and the words *Connecting you to City Government*.
- A rectangle near the top right of the page with the title, *Contact Us*, and a box for typing a message.
- The subpages of the departmental home pages should contain eight buttons along the left side for department level navigation.

(1) City forms template that contains:

- *Home, departments, and search* button near the top of the page.
- The city's "G" logo (in PMS 349) and the words *Connecting you to City Government*.
- A rectangle near the top right of the page with the title, *Contact Us*, and a box for typing a message.

While a total of five templates are needed, more than one design may be submitted for each template (up to 5). (The City's 'G' logo is posted online. You may access it at: <http://www.greensboro-nc.gov/images/glogo.jpg>).

ADA

It is vital that the City site be accessible to persons with disabilities. No flashing animation, scrolls or graphics with embedded text should be utilized in the design, as these features are not easily recognized by ADA screen reader programs.

DIVERSITY

If individuals are included as part of the template design, they should be reflective of the diverse makeup of the Greensboro community, including race, age, and abilities.

SUBMISSION GUIDELINES

All proposals must be submitted in writing and signed by an authorized agent of the company. All costs incurred during proposal preparation or in any way associated with the proposer's preparation, response, submission, presentation, or interviews (if held) shall be the sole responsibility of the proposer and shall not be reimbursed by the City.

An original plus three (3) copies of the proposal should be submitted. All offers must be complete and irrevocable for 90 days following the submission date. Proposals will be kept confidential until selection is made and thereafter if clearly marked by the proposer. The selected design will become the official property of the City of Greensboro. Designs should not include any reference to the design company. Designs should be built 775 pixels wide and should be layered and submitted in PSD format.

TIMELINE

Proposals are due to the City no later than 5:00 pm on September 14. Award notification will be given by September 24. City/vendor planning meetings to be held during the week of October 4. Final product should be completed by October 8.

COST

Each proposal should contain a cost description that clearly identifies the cost of the proposal, the primary components of the cost (i.e., work hours, fees,), and any 'value added' products, services, or discounts.

The City reserves the right to award a contract solely on the written proposal. The City also reserves the right to request oral interviews. The City reserves the right to terminate negotiations with any proposer should it be in the City's best interest. The City reserves the right to reject any and all proposals submitted in whole or in part.

SUBMITTAL

Proposals should be submitted to: Nancy Lindemeyer, Communications Manager
City of Greensboro
P.O. Box 3136
Greensboro, NC 27402

by 5:00 pm on September 14.

Proposals should include:

1. Description and schedule for scope of work
2. Summary of related design work and/or web site design experience
3. References – at least 3
4. Fee (if templates are selected)
5. At least five (5) completed template designs

Questions may be directed to Nancy Lindemeyer at (336) 373-2105 or nancy.lindemeyer@greensboro-nc.gov or to Jonathan Davis at (336) 373-2337 or jonathan.davis@greensboro-nc.gov.